

ABSTRACT OF THE DISCLOSURE

A system for providing audio information to persons in an approach path (12) includes an interaction point (14), and an approach path (12) leading to the interaction point. A parametric sound system (18) is provided, which includes a parametric speaker (20) disposed adjacent to the interaction point. The parametric sound system is configured for limited delivery of sound in a spatially limited audio zone (24) along the approach path (12), within a decibel level above ambient noise levels in the area of the interaction point (14), and sufficiently high to be heard primarily by a person progressing along the approach path (12). The interaction point can be a cashier station, and the system can also include a video display (16) configured to provide video information to persons in the approach path along with the audio information.